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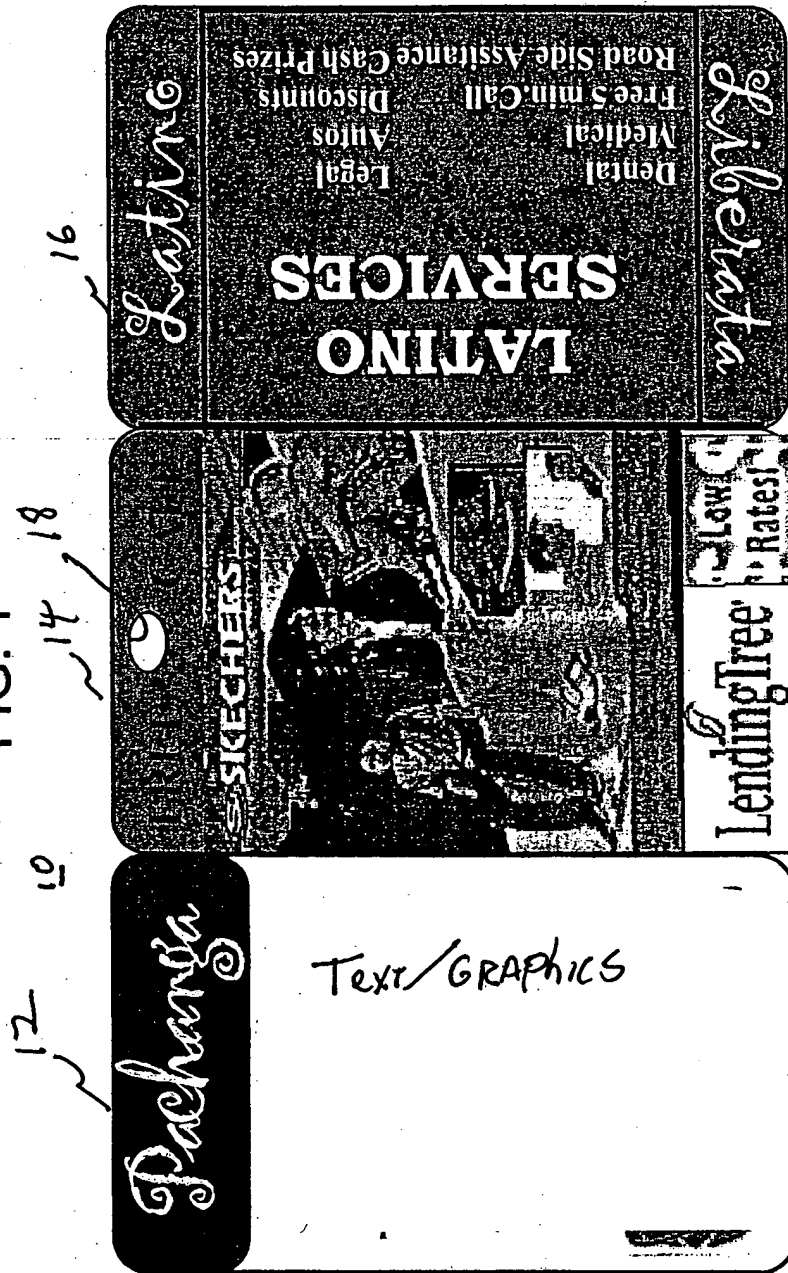
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FIG. 1



16

14

12

For Customer Service call 1-800-
For Customer Service outside the U.S. see below

Step 1

Dial 1-800-
from the U.S. and Canada

Step 2

Enter your card number + PIN

Step 3

Dial phone number or for another country,
011 + phone number

Voicemail
Speed Dial Home Automatically
Need Call (don't hang up)
Missed Call (stay on line)
Calls made outside the U.S.—Dial the 1
and follow steps 2 and 3 above. Or, if you need an access number, an
operator can place a
collect call to the U.S. at
1-800-
Traveling?—Obtain a list of international access numbers before you leave at
1-800-
or visit our website: www.1-800-01-0402

LendingTree

LOW Rates!

LendingTree

LOW Rates!

LendingTree

LOW Rates!

LendingTree

LOW Rates!

Providing special services for our community is our goal.
To access the services and specials being offered
Dial 1-800-555-1234
Listen - Press Number

(1) Dental

(2) Medical

(3) Free 5 min. Call

(4) Road Side Assistance

(5) Vision

(6) Legal

(7) Autos

(8) Discounts

(9) Cash Prizes

(10) Tickets

(11) Legal

(12) Autos

(13) Discounts

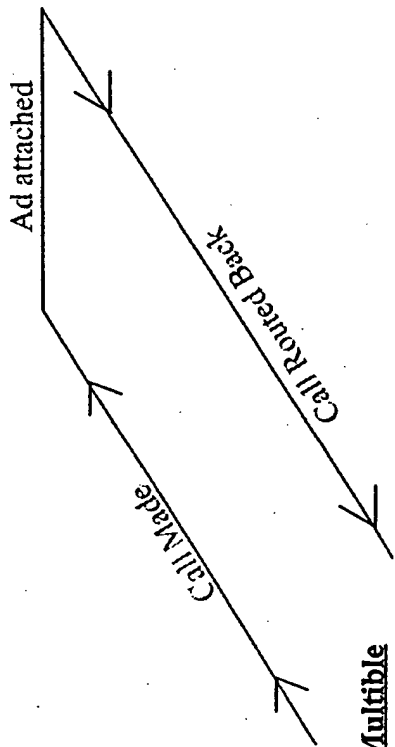
(14) Cash Prizes

(15) Papers

FIG. 2

Service Bureau(s) System # 1

1. Call received.
2. An Advertising message is attached.
3. Call sent back with an ad.



BROKER

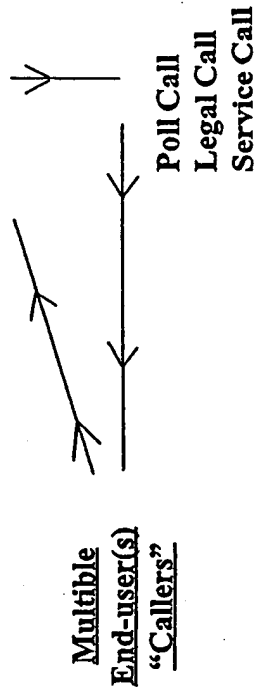
Secure advertisers,
Create Commercial,
Dispatch it to different
Service Centers

Service Bureau(s) System # 2

1. Call received.
2. Caller requests specific function
3. Call rerouted to new call function
4. After re-directed call is over call is routed back or cut off.

FIG. 3

Service Bureau



Operational Flow

Example # 1

End-user with service provider IVR capabilities

- 1 Call Placed
2. Call goes to switch (Service Center)
3. Call rerouted to new call function or message
4. Caller enters PIN number.
5. Service Provider places call

BROKER

Secure advertisers,
Create Commercial,
Dispatch it to different
Service Centers

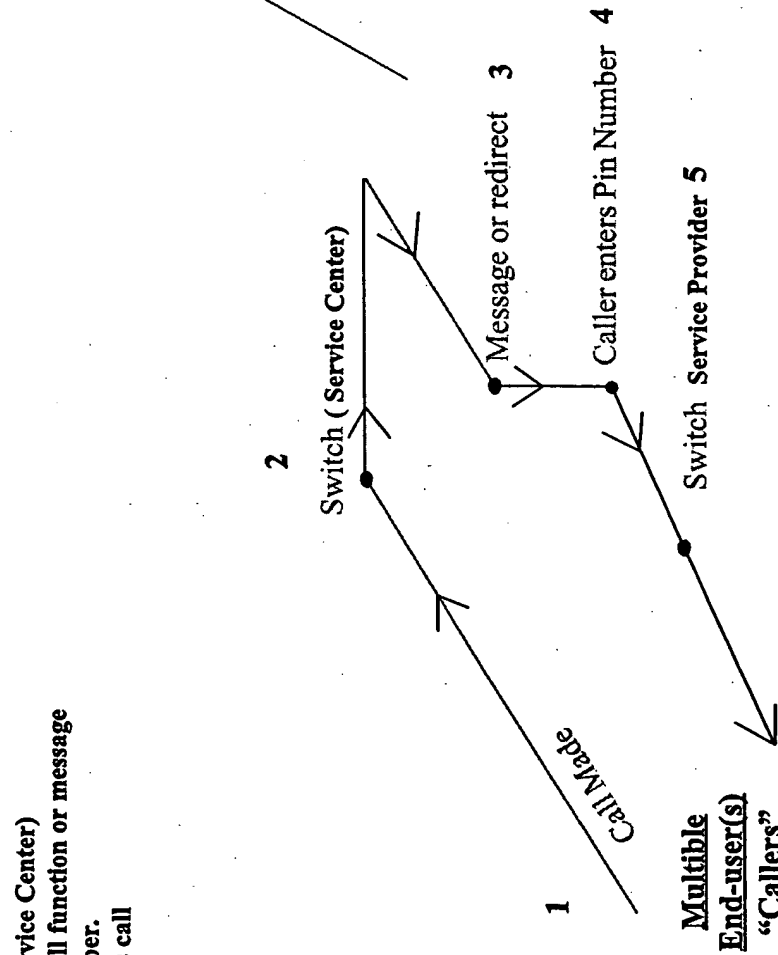


FIG. 4

Operational Flow

Example # 2

End-user without service provider IVR capabilities

- 1 Call Placed
- 2 Call goes to switch (Call Center)
- 3 Call rerouted to new call function or message
- 4 Call rerouted through the Internet to Callers service provider.
- 5 Caller enters PIN number.
- 6 Service Provider places call

BROKER

Secure Advertisers,
Create Commercial,
Dispatch it to different
Service Centers

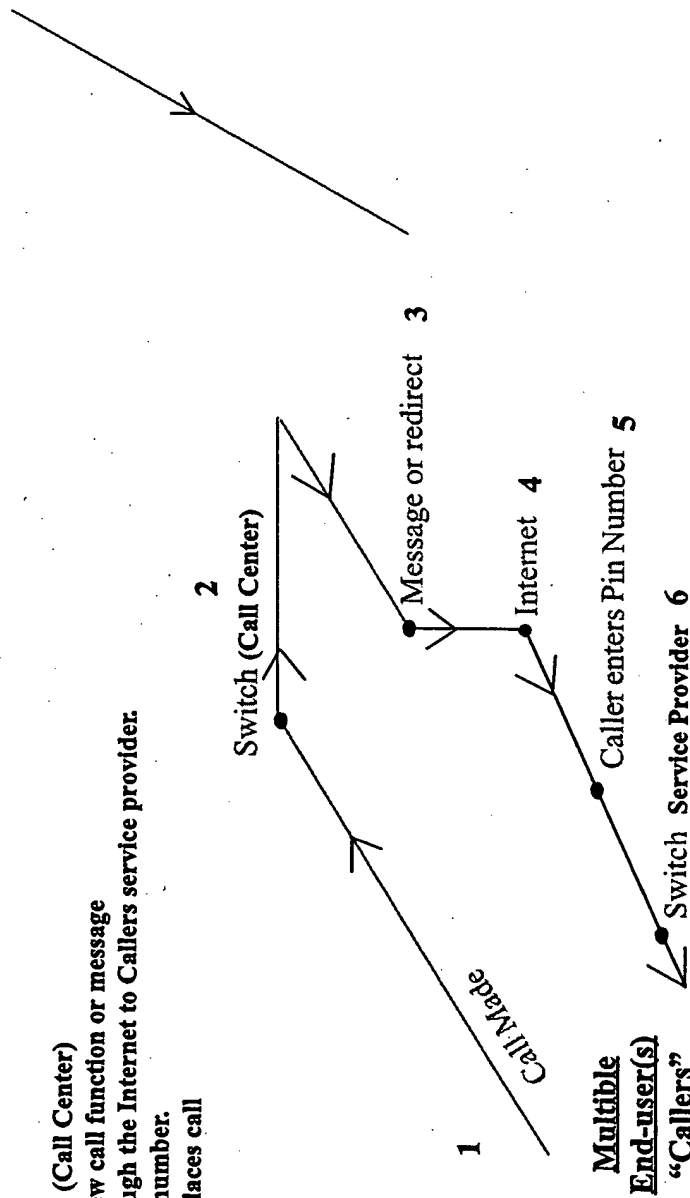


FIG. 5

FIG. 6

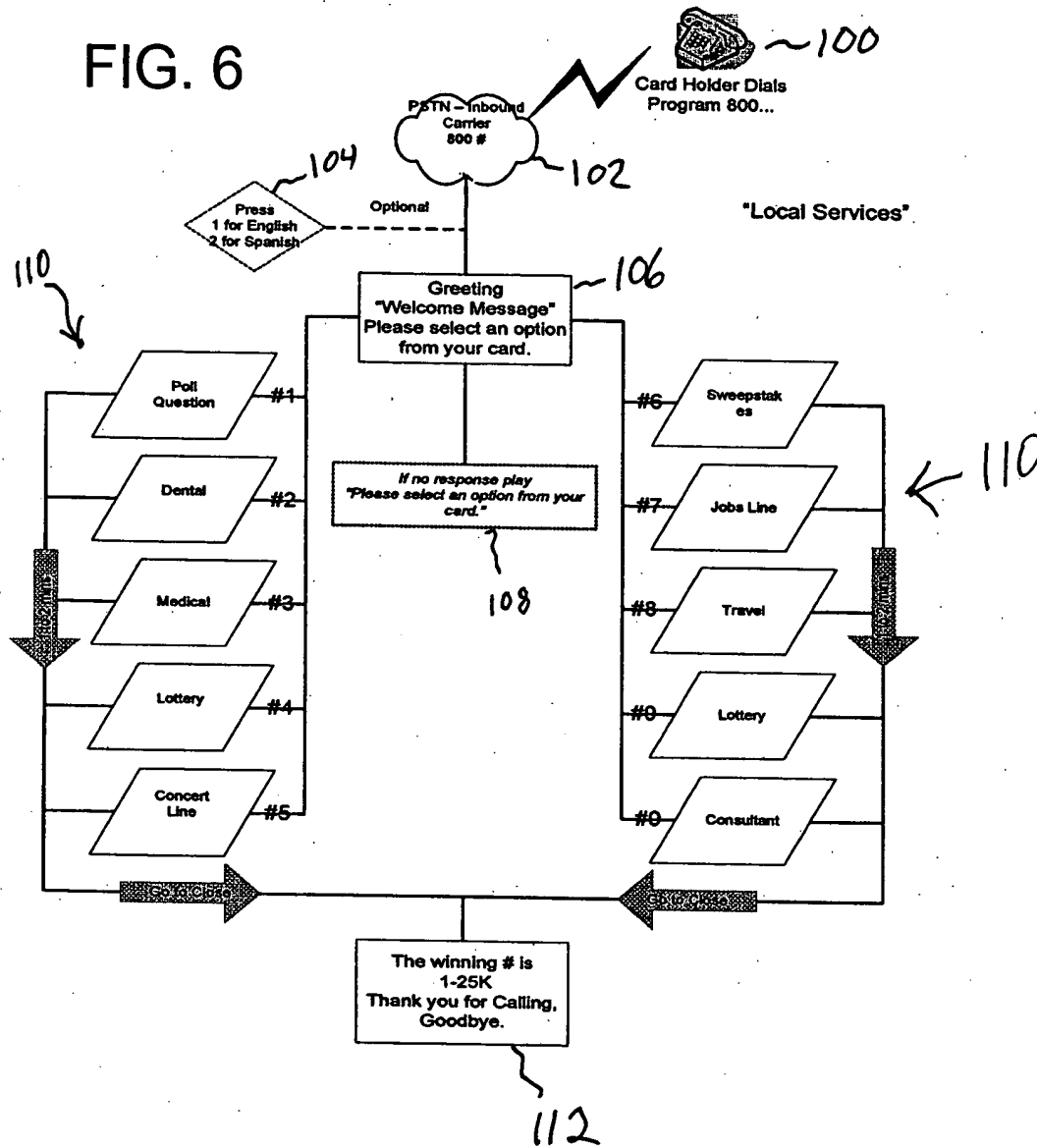
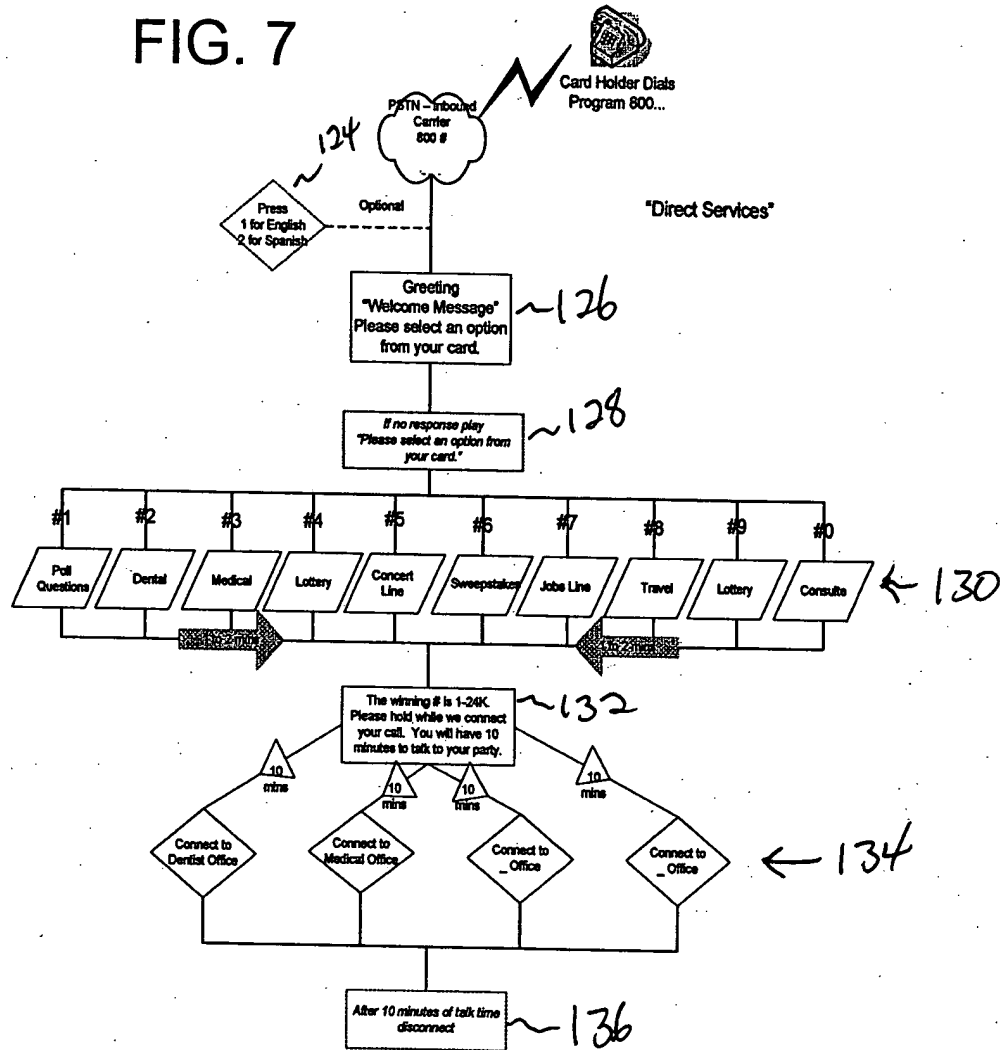


FIG. 7



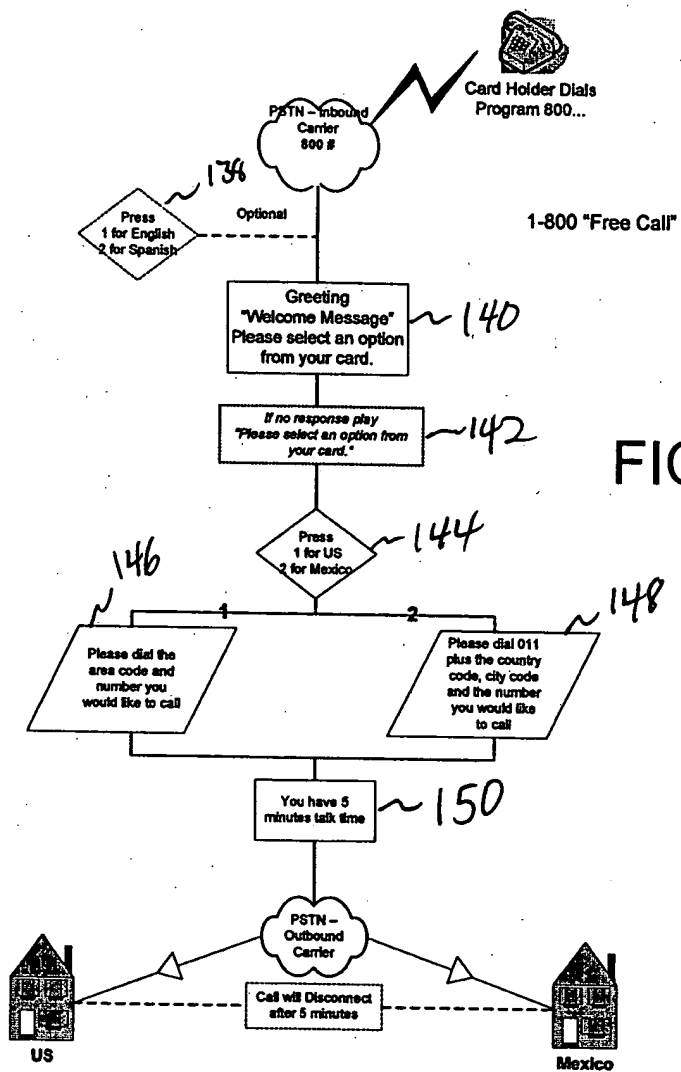


FIG. 8

80 Winners share \$8000 in local Gift Certificates each month

LA PANTERA / BUDWEISER
welcomes you to
TU FAMILIA CARD
"La Tarjeta De La Familia Hispana"
Be sure to listen to 940 am every day for
information about daily and weekly prizes.

Entry # 25000

Contest Rules Posted at KWBV Studios

1-800-xxx-xxxx

1-800-xxx-vvvv

Instant Access (Press)

Local Services (Press)

- | | | | |
|---------------|----------------|------------------|-------------|
| #1 Legal | #6 Home Svs. | #1 Poll Question | #6 Safeway |
| #2 Dental | #7 Auto Repair | #2 Utilities | #7 JobLine |
| #3 Medical | #8 Travel | #3 Auto | #8 Travel |
| #4 Insurance | #9 Tri-met | #4 Lottery | #9 Lottery |
| #5 Accountant | #0 Consulate | #5 Sports | #0 Concerts |

1-800- xxx-zzzz

1-800

FREE CALL
(Press)

#1 MEXICO

#2 United States

5 minutes

REUSEABLE

Anytime... Any Day...

All Calls are on "First Come First Serve Basis"

FIG. 9



FIG. 10

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